

HIGHER NITEC IN EVENT MANAGEMENT

Electives (Course Specific)

Audio Visual Operations

On completion of the module, students should be able to develop the practical skills in managing audio visual equipment operations in organisation of events.

Country Club Management Operations

On completion of the module, students should be able to acquire the skills and knowledge in country/golf club management and operations.

Electives (Inter-disciplinary)

Entrepreneurship Essentials

On completion of the module, students should be able to source new information from multiple sources, brainstorm ideas to find novel approaches to draft out a business plan through identifying business opportunities and applying marketing mix strategies with sound financial analysis.

Cabin Services

On completion of the module, students should be able to provide in-flight service, perform up-sell and cross sell of in-flight products and improve service procedures so as to ensure a safe and pleasant experience for passengers.

Digital Storytelling

On completion of the module, students should be able to create various Electronic Direct Mailers (EDMs) to sell a product or service with an associated story tagline.

Principles of International Commerce

On completion of the module, students should be able to apply the basic knowledge of importing goods from overseas with consideration of local requirements.

Business Statistics

On completion of the module, students should be able to compute and present statistical data for use in business. The training covers collection, organisation and presentation of statistical data, measures of central tendency, dispersion and normal distribution, index numbers, time series analysis, regression and correlation analysis.

Cross Cultural Intelligence at the Workplace

On completion of the module, students should be able to apply and adapt cross cultural knowledge at workplace.